

**WHAT IS CLAIMED IS:**

1. A method comprising:  
receiving information describing one or more items for sale by the seller;  
facilitating a sale of the items through one or more online sales channels; and  
facilitating fulfillment of sold items through one or more fulfillment centers  
controlled by a connection provider, at least one fulfillment center being operated with  
respect to the sold items according to one or more parameters tailored to the sold items.
2. The method of claim 1 wherein an item comprises a good or a service or a  
combination of goods and services.
3. The method of claim 1 wherein operating the fulfillment center with respect to the  
sold items according to one or more parameters tailored to the sold items comprises  
performing preparation activities in connection with fulfilling orders for the sold items.
4. The method of claim 3 wherein the preparation activities are specific to the type of  
items being sold.
5. The method of claim 3 wherein the preparation activities comprise refurbishment  
activities.
6. The method of claim 3 wherein the preparation activities comprise activities related to  
fragmented inventory.
7. The method of claim 1 wherein operating the fulfillment center with respect to the  
sold items according to one or more parameters tailored to the sold items comprises tailoring  
storage or handling characteristics of the fulfillment center to the type of items sold.
8. The method of claim 1 wherein operation of the fulfillment center with respect to the  
sold items according to one or more parameters tailored to the sold items comprises (i)

performing preparation activities in connection with fulfilling orders for the items and (ii) tailoring storage or handling characteristics of the fulfillment center to the type of items sold.

9. The method of claim 1 wherein operation of the fulfillment center with respect to the sold items according to one or more parameters tailored to the sold items comprises an activity other than (i) performing preparation activities in connection with fulfilling orders for the items or (ii) tailoring storage or handling characteristics of the fulfillment center to the type of items sold.

10. The method of claim 1 wherein the connection provider comprises a non-title-taking intermediary that coordinates fulfillment of the sold items.

11. The method of claim 1 wherein facilitating a sale of the items includes providing customer service on behalf of one or more sellers.

12. The method of claim 11 wherein facilitating a sale of the items further comprises:  
providing billing services; and  
providing collection services.

13. The method of claim 12 wherein facilitating a sale of the items further comprises:  
providing online auction capabilities;  
providing listing tools; and  
monitoring a progress of the selling performance of the items.

14. The method of claim 13 wherein facilitating a sale of the items further comprises preparing information about the one or more items for sale on one or more online sales channels.

15. The method of claim 11 wherein facilitating a sale of the items further comprises:  
developing a selling strategy for the items being sold;  
managing orders and transportation of the items being sold; and

managing inventory for the items being sold.

16. The method of claim 1 wherein receiving information comprises receiving a product definition file from a seller describing the items to be sold at a SKU level.

17. The method of claim 1 wherein receiving information comprises receiving product description information from an entity other than the seller.

18. The method of claim 17 wherein the entity other than the seller comprises a fragmented inventory fulfillment center.

19. A method of facilitating access to an online sales channel, the method comprising:  
 receiving information from a plurality of sellers, the information received from each seller describing one or more items for sale by that seller;  
 facilitating a sale of the items through one or more online sales channels; and  
 facilitating fulfillment of sold items through one or more fulfillment centers controlled by a connection provider, at least one fulfillment center being operated with respect to the sold items according to one or more parameters tailored to a common feature of the sold items.

20. The method of claim 19 wherein the connection provider offers connection services between one or more sellers and one or more online marketplaces.

21. The method of claim 19 wherein the connection provider processes the information and selects one or more fulfillment centers based on one or more parameters associated with the item being sold.

22. A system comprising:  
 access to a plurality of online sales channels for selling items owned by a plurality of merchants;  
 one or more fulfillment centers; and

a connection provider infrastructure, the connection provider infrastructure being adapted to facilitate a sale of items from one or more merchants on one or more of the online sales channels, the connection provider identifying and selecting for use a fulfillment center from among a plurality of fulfillment centers, the selection being based upon at least one common feature of the items being sold.

23. The system of claim 22 wherein the connection provider infrastructure is controlled by an intermediary that does not take title to the items being sold.

24. The system of claim 22 wherein the connection provider infrastructure comprises:  
a repository to store information relating to one or more of a merchant, an online sales channel, a fulfillment center, and an item being sold;  
a product data loading tool to receive an object with information from the items being sold; and  
a fulfillment order management system interfacing with a fulfillment center.

25. The system of claim 22 wherein the connection provider infrastructure comprises:  
a financial tool to report one or more transactions of the items being sold to the merchant; and  
a customer service tool interfacing with a buyer, wherein the customer service tool comprises contact information and a policy for any one of an online sales channel and the connection provider.